

**PLUS
BUSINESS**

How to
avoid install headaches

- Special report: Banker's roundtable
- Three ops get Chicago franchise OK
- MTV, labels talk exclusivity, funding
- CABLEPAC gathers steam for fall votes

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CableVision™

The news and features weekly of the cable television industry

February 27, 1984

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News Network
on cable

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CHICAGO CONTRACTS GET NODS

The Chicago City Council on Feb. 15 approved contracts with three cable companies that could bring cable to a small number of residents by the end of this year. Negotiations are still underway for the Area 1 lakefront.

NCTA/NLC RETURN TO TABLE

H.R. 4103 returns to the negotiating table for a new round of talks. None of the old promises hold this time around.

FOCUS ON FRANCHISE FEES

Rep. Tim Wirth suggests pegging cable franchise fees at 4 percent and using some of it for programming. Meanwhile, the FCC begins an investigation of city abuses of franchise fees, sparked by an NCTA survey.

CAPITAL CLOSES CABLE BIDS

Washington closes the bidding on its proposed 60-channel system with only three takers. A U.S. congressman and the local telephone company figure in the franchise competition.

A STEP TOWARDS REVOCATION

The County Council in Richland County S.C. approves a measure to revoke TCI Cablevision's franchise. However, local officials say the council may relent before that ordinance takes effect.

MTV SEEKS VIDEO CLIP FUNDING

MTV has put video clip funding and exclusivity proposals on the table at major record labels, executives in the music industry confirm. But some major labels favor an industry standard.

What's in the Sections

PROGRAMMING 24
Boston's first weeknight newscast transmitted via cable will be available to Cablevision Systems subscribers starting March 7. It is produced by a public access group working with community newspapers writers and college students.

MARKETING/ADVERTISING 26
Billboard ads, according to operators who have used them, are not only effective but economical—and have contributed to increased awareness and subscriber lift. The advantages of billboard advertising are especially apparent in smaller communities.

BUSINESS 67
In a special report, Cablevision News and Features Editor Victor Livingston and Associate Editor Sally Russell talk to four major lending institution representatives in an effort to get a perspective on important lending activity and the value of systems in general.

GOVERNMENT & LAW 76
1984 may be the year that CABLEPAC earns a quarter of a million, says NCTA staff. The reason: Easing the passage of thorny legislation in an election year.

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FNN operates in a thrifty manner. . . .

Don't look for plush offices at Financial News Network's headquarters. FNN may have the word "Network" in its name but it prides itself on not acting like one of the broadcast big three, and functions in a frugal, business-oriented style.

. . . while franchises seek to end installation woes

Installation problems plague many operators around the country. Mishaps vary in seriousness from installers who miss hook-up appointments to incompetents who put holes in roofs. Operators are striving to find workable solutions to subscriber complaints.

PLUS

Titsch Communications Inc.

Robert Titsch, President
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

Peter Evanow, Publisher (Denver)
Jay Rubin, Editor (New York)

EDITORIAL:

New York Victor Livingston, News and Features Editor; Cecilia Capuzzi, Sally Russell, Associate Editors; Simon Applebaum, Manager, Editorial Services; Robert DiMatteo, Reviewer

Denver Frank Hogan, Bureau Chief; Laura Shamas, Managing Editor; Gary Kim, Constance Warren, Associate Editors; Rosalie Hein, Cable Statistics Editor

Washington, D.C. Brooke Gladstone, Associate Editor; Brian Bremner, Reporter

Los Angeles Eric Taub, Bureau Chief

PRODUCTION:

Carol Rush, Production Director; Brad Hamilton, Art Director; Diane Krensky, Yashpal Singh, Nanette Campbell, Earl V. DeWald, Sheri Michaelson, Shari Wajda, Francine Stephens, Artists

ADVERTISING:

Denver Donna Briggs, National Sales Manager; Cathy Wilson, Senior Account Executive; Marcia Larson, Account Executive; Suzanne Sparrow, Classified Sales Manager; Pam Berke, Marketing Coordinator; Customer Service; Judith Ferland, Circulation Director; Mike Mullins, Circulation; Kathy Berlin, Traffic Manager; Kelly Banwell, Traffic

OFFICES:

Denver 2500 Curtis St., Denver, Colo. 80205 -or- P.O. Box 5727-TA, Denver, Colo. 80217. (303) 295-0900

New York 101 Park Ave., Suite 401, New York, N.Y. 10178. (212) 661-7410

Los Angeles 101 North Robertson Blvd., Suite 206, Beverly Hills, Calif. 90211. (213) 659-3965

Washington 1701 K St., NW, Suite 505, Washington, D.C. 20006. (202) 835-0900

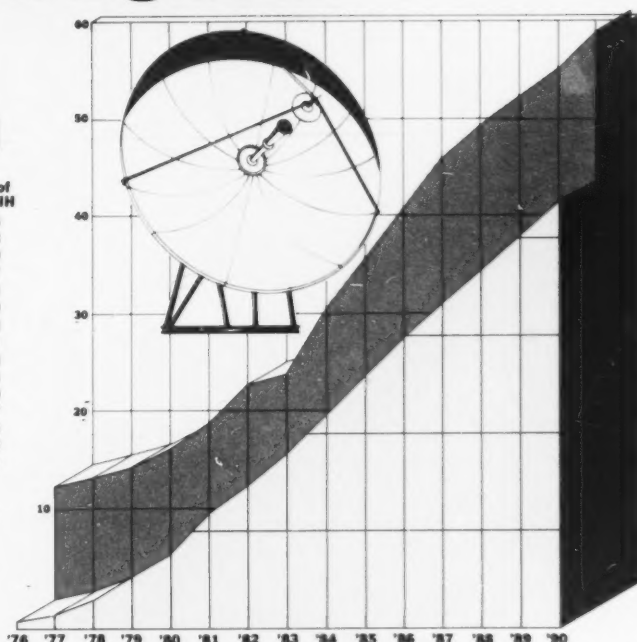
CABLE STATS

Pay/basic cable growth

Legend Pay Subs ■ Basic Subs □

Year	Basic Subscribers	% of TVHH	Pay Subs	% of TVHH
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,300,000	36	17,900,000	21
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1984-1990 are projections



Cable barometer

Television households (TVHH) .. 83,500,000
Homes passed by cable (HP) 53,641,000
Percent of TVHH passed by cable 64.2%
Basic cable subscribers 30,300,000
Percent of TVHH with basic cable .. 36.3%
Percent of HP with basic cable .. 56.4%
Pay cable subs 17,900,000
Percent of TVHH with pay cable 21.4%
Percent of HP with pay cable 33.4%
Percent of basic subs with pay cable 59.1%

Figures are as of Dec. 31, 1983

Franchising calendar

This chart examines the franchise status of communities since January 1984.

Arizona

Apache Junction—proposals received from DCA Cablevision and Dowden Communications preliminary award expected 4/84 (6,837 homes)

California

Avalon—proposals received from Catalina Cable TV, T&B Communications and The Western Co. award expected 3/84 (1,500 homes)
Chico—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—negotiating with KTS Corp. (3,000 homes)
Costa Mesa—negotiating with Copley Colony Cablevision award expected 3/84 (32,637 homes)
Duarte—consultants reviewing proposals from KTS Corp., Buena Vista Cable and Public Service Cable (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83 (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—proposals received from Joint Cities Cable TV, Video Engineering and United Cable TV award expected 3/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)

Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal City Cable Partners, Pacific Telephone, Marsh Media, Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—negotiating with California CableSystems award expected 3/84 (15,500 homes)
Piedmont—only proposal submitted by Group W award expected by 2/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—negotiating with Falcon Communications (11,600 homes)
South Monterey—RFP re-issued proposals due 3/84 (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TC) expected by 2/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado

Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware

Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia

RFP issued, proposals due 2/16/84 (254,000 homes)

Florida

Felismere—proposals received from Private Cable and Sci Ad
Terra Verde—award to Centel 8/9/83 (2,000 homes)

Illinois

Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TC) Cross Country joint venture (126,000 homes); Area V to Continental Cablevision (188,000 homes)
Countrydale—preliminary award to Cablevision of Chicago (2,200 homes)
Elmwood Park—drafting RFP (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—negotiating with Centel (1,000 homes)
St. Charles—Geneva—negotiating with Centel award expected 3/84 (10,000 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Wheaton—negotiating with Centel award expected by 2/84

Winnika—decision to have cable has been postponed
Woodbridge—negotiating with Multimedia (260 homes)

Iowa

Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Dignall—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—drafting RFP (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky

Calway County—preliminary award to Galaxy Cablevision
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—RFP re-issued (2,400 homes)
Greenville—Central City and Muhlenburg County—award to TC 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine

Harpersville—award to Video Vision 8/18/83 (2,800 homes)
Heron—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland

Baltimore—RFP re-issued, proposals due 3/14/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts

Brighton—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—proposal submitted by Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Bristol—award to Bristol Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—expect RFP issuance 3/84 (43,000 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Grafton—proposals submitted by Nashoba Cable, Northeast Cable TV and United Cable
Hamilton and Wenham—preliminary award to Continental Cablevision (2,300 homes)
Holliston—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc. preliminary award expected 3/84 (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—re-starting franchise process (1,200 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperell—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plymouth—only proposal submitted by Campbell Communications
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (6,000 homes)
Shirley—RFP deadline extended until 2/26/84 (1,827 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co.

CABLE STATS

Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—preliminary award to Nashoba Communications (2,306 homes)
Upton—only proposal received from Worcester Cablevision Inc. (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes)
Wayland—proposals under review (3,500 homes)
West Bridgewater—Continental Cablevision received recommendation (2,000 homes)
Westminster—negotiating with Adams-Russell (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kaiba Bowen
Westport—preliminary award to United Cable Vision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township—Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Brierley (471,000 homes)
Homer Township—negotiating with Gerty TV, award expected 5/84
Jerome Township—award to Whitney Cablevision
Lake Orion—proposal submitted by Tribune United, Concord Telecommunications and Multi-Cablevision
Monroe—City Council awarded franchise to Communication and Cablevision Inc. to compete with existing franchised cable system, Monroe Cablevision
West Bloomfield—Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—only proposal from Continental Cablevision (29,000 homes)

Minnesota
Alton—Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville—St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington—Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (1,568 homes)
Awater—award to Armo Communications 8/83 (463 homes)
Belle Plaine—expect RFP to be issued 3/84
Big Lake—Buffalo, Kokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—RFP deadline extended until 2/28/84
Blaine—Centerville, Carle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooklyn—award to Armo Communications 8/83 (297 homes)
Chanhassen—Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Prairie Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake—Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tri-9/9/83
Grove City—award to Armo Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—beginning process (481 homes)
Menasha—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista—Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake, Lake Minnetonka Cable Communications Commission—award to Dowden Communications 12/19/83 (11,682 homes)
New Richmond—award to Westel Communications 10/83 (503 homes)
Northfield—Northfield Twp., Dundas, Bridgewater Twp., Rice County, Watertown Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oxley—award to DeSutter Cablevision 10/83 (242 homes)
Parker's Prairie—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater—Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terri Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Winom—considering municipal ownership (1,600 homes)

Missouri
St. Louis—proposals from St. Lewis City Communications and St. Lewis Cablevision Partners (178,000 homes)

Nebraska
Bennington—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)

Manchester—no proposals submitted by deadline
Mannett—proposals received from Harron Communications and New England Cablevision; award expected 4/84 (1,124 homes)
Peabody—negotiating with Harron Communications (2,500 homes)
Sandown—RFP issued; no responses received (800 homes)
Woburn—negotiating with Community TV (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plans municipal ownership; seeking bids for construction 12/83 (\$5,000 homes)

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Mayville—negotiating with U.S. Cable (5,430 homes)
Mt. Upton—NewChannels denied award; future uncertain
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable—Staten Island, Vision Cable—Northeastern Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—South of Queens
North Salem—negotiating with Community Cable Services (1,100 homes)
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Cameron County—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamlico County—award to Kountry Cablevision 10/17/83 (4,000 homes)

Ohio
Avon—proposals received from Avon Cable TV and Space Cable of Ohio; award expected 3/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co-Op and Grafton Cable; award expected 2/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; new administration waiting for assessment of current proposals (each area 155,000 homes)

Rhode Island
North—Middletown, Portsmouth, Tiverton, Little Compton—reviewing proposals (29,500 homes)

Texas
Azie—proposals received from Teltran and Southern Cablevision Corp. (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berkeley—Clarke County—negotiating with Mid Atlantic Network; award expected 3/84 (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—beginning feasibility study (5,510 homes)
Suffolk—proposals received from First Carolina Communications, Hampton Roads Cablevision, Suffolk Cablevision and Suffolk Cable Communications; awaiting report from consultant (16,697 homes)

Washington
Granger—Tappanish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to TeleNetwork of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with TeleData Systems; award expected 2/84 (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—Westel withdrew bid; negotiating with Televents (7,500 homes)

Source: Tish Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city	Rank	Market	Status of core city	Rank	Market	Status of core city
1	New York	Manhattan—2 OP	22	Indianapolis	Two systems OP	44	Salt Lake City	OP
2	Los Angeles	City is divided into 14 areas (A-N); 10 OP, 2 UC, 2 FG	23	Portland	Three systems OP	45	San Antonio	OP
3	Chicago	City is divided into five areas; FG	24	Phoenix	Three systems OP	46	Charleston	Two systems OP
4	Philadelphia	City is divided into NSE W FP ad; 10 OP, 1 UC, 1 FG	25	New Haven	Two systems OP	47	Norfolk, Newport	Two systems OP
5	San Francisco	OP (system to be upgraded)	26	Cincinnati	OP	48	New York, New Hampshire, Portsmouth	Four systems OP
6	Boston	OP	27	San Diego	Two systems OP	49	Harrisburg, York, Lebanon, Lancaster	Four systems OP
7	Detroit	FG	28	Kansas City	OP	50	Wilkes Barre, Scranton	Two systems OP
8	Washington, D.C.	RP	29	Milwaukee	UC		Albany, Schenectady, Troy	Three systems OP
9	Cleveland	BP	30	Nashville	OP			
10	Dallas-Ft. Worth	Two systems OP	31	Charlotte	OP			
11	Houston	Two systems OP	32	Buffalo	OP			
12	Pittsburgh	OP	33	Providence	OP, OP			
13	Miami	OP	34	New Bedford	OP			
14	Seattle-Tacoma	City is divided into five parts (4 OP, 1 BP); Tacoma OP	35	Orlando	OP			
15	Minneapolis	OP, FG	36	Daytona Beach	Two systems OP			
16	Atlanta	OP	37	New Orleans	OP			
17	St. Louis	FP	38	Memphis	OP			
18	Tampa	OP	39	Columbus	Four systems OP			
19	St. Petersburg	UC, OP	40	Greenville, Asheville, Spartanburg	Three systems OP			
20	Denver	OP	41	Grand Rapids	OP			
21	Baltimore	RP	42	Kalamazoo-Battle Creek	Three systems OP			
	Sacramento	OP	43	Birmingham	OP			
	Stockton	FG, OP	44	Raleigh-Durham	Two systems OP			
			45	Oklahoma City	Two systems OP			
			46	Louisville	Two systems OP			

Legend

OP—operational
 UC—under construction
 FG—preliminary franchise award
 BP—franchise pending
 RP—request for proposal issued
 BP—beginning process

Source: Tish Communications Inc.